

C-CHANGE))) WHAT IS SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)?

SBCC has 3 characteristics:

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1. SBCC is an interactive, researched and planned process aimed at changing social conditions and individual behaviors.
2. SBCC requires an ecological model for analysis of not only knowledge and motivation but social/gender norms, skills and an enabling environment
3. SBCC operates through three key strategies, namely
 - a) advocacy,
 - b) social mobilization, and
 - c) behavior change communication.

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Steps:

1. Understanding the Context through situation & communication analysis
2. Focusing & Designing the Communication Strategy
3. Creating Interventions & Materials for Change
4. Implementing & Monitoring Change Processes
5. Evaluation & Replanning for Outcome and Sustainability

Characteristic 1. SBCC is a process C- Planning



Adapted from National Cancer Institute: Health Communication Program Cycle (1989); AED: Tool Box for Building Health Communication Capacity (1995); Parker, Dalrymple, and Durden: The Integrated Strategy Wheel (1998); McKee, Manoncourt, Chin, Carnegie: ACADA Model (2000); Health Communication Partnership, P-Process Brochure (2003).

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Ecological means how people relate to their environment, shown by the rings

Self: Which people are directly affected by the problem or needed change?

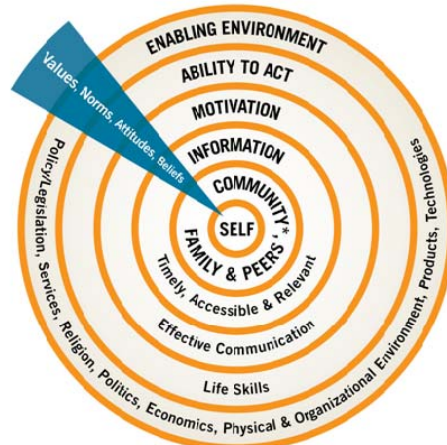
Community, etc: Who and what is directly influencing "self"?

Enabling environment: Who and what is indirectly affecting "self"?

Ability to Act, motivation, information: Are these conditions addressed and what is available?

What **values** are manifested in socio/cultural norms, attitudes and behaviors across all rings?

Characteristic 2: SBCC requires a Socio-Ecological Model for analysis



*Examples of community could include community leaders and other decision makers, faith-based leaders, community media, and community networks.

SOURCE: Adapted from McKee, N., E. Manoncourt, Chin S. Y. and R. Carnegie (Eds.) (2000) Involving People, Evolving Behavior, New York: UNICEF, Penang, Malaysia: Southbound

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Based on the **socio-ecological analysis** we can now **choose the appropriate mix of strategies to address change:**

advocacy to raise resources and political and social leadership commitment for development goals;

social mobilization for wider participation and ownership, including community mobilization; and

behavior change communication for changes in knowledge, attitudes and practices of specific participants/audiences in programs.

Characteristic 3. SBCC operates through three main strategies



Source: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

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